



# South Oldham High School

## PTSA

5900 Highway 329 • P.O. Box 549  
Crestwood, Kentucky 40014  
(502) 241-6681



March 10, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, D.C. 20554

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APR 2 1997

Federal Communications Commission  
Office of Secretary

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

We are writing on behalf of the National PTA and the South Oldham High School PTSA in Oldham County, Kentucky to voice our opposition to the V-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead we request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V(for violence), S(for sexual depiction and nudity) and L(for language);

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of the program;

That the rating board be independent of the industry and the FCC and that it includes parents; and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of the parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Kathi Hurst*  
Kathi Hurst  
SOHS PTSA President  
South Oldham High School  
Crestwood, Kentucky 40014

Letter reprinted from:

National PTA Publication

"A Call To Action", received 3/5/97

PTSA Board Members:

*Bob Buhls*

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*Bob Buhls*  
*Freddy Ann Burnett* Health & Safety Comm.  
*Jillie Haynes*, Secretary  
*Secret Sec*  
*Norma Hettenger*, Academic & Guidance Chair  
*Ann Burnett* - Community Council rep  
*Helen Ireland*, Cultural Arts  
*Pat Pres.*



CS97-55

## Concilio para la Educación de la Familia y la Comunidad de Puerto Rico, Inc.

**Sra. Elba Ruiz**  
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Presidenta Electa

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Relacionista Pública

**Dra. Gloria Torres**  
Directora Auxiliar a/c  
Programa Economía del Hogar

**Sra. Paz N. Varela Berríos**  
Supervisora Regional  
San Juan

February 10, 1997

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APR 2 1997

Federal Communications Commission  
Office of Secretary

Commissioner Rachelle Chong  
Federal Communications Commission  
1919 M. Street NW  
Washington, D.C. 20554

Dear Commissioner Chong:

We are writing to urge the Federal Communications Commission to hold a public hearing as part of its review of the television industry's ratings system.

The National Association for Family & Community Education and its affiliate, **Puerto Rico** State Association, are grass-roots organizations which have been actively involved in family issues for the past 60 years. We are very concerned that the family issue of the recently implemented television ratings system does not address the needs of parents.

The questions generated by the current age-based television ratings system deserve a public hearing. We urge you to hold such a hearing soon on this issue which is so important to families in America today.

Sincerely,

*Elba Ruiz*  
Elba Ruiz de Ruiz  
1748 Benavente St.  
Purple Tree  
San Juan, P.R. 00926  
Fax: 250-8659

ERR/lbc

*Aida L. Vázquez*

Sra. Aida L. Vázquez  
207 St. GW-19  
Urb. country Club  
Carolina, P.R. 00982

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*Leigh Crank Perry*

8631 Trent Road Richmond, Virginia 23235

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APR 2 1997

Federal Communications Commission  
Office of Secretary

March 19, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street NW, Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

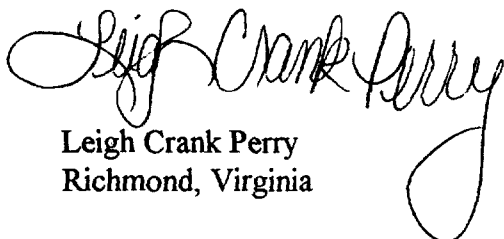
I am writing as a member of the National PTA and president of the Crestwood Elementary PTA in Richmond, Virginia, to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997.

As a mother of two young sons and as an advocate for children, I am disturbed with a rating symbol on the TV screen that does not provide sufficient content information for me as a parent to determine what is an appropriate TV program for my children. I am a well-educated and well-informed parent who takes an active role in helping my children select worthwhile television programs to watch for education and entertainment. However, the proposed age-based ratings do not give me enough information about the content of a program to judge it adequately in terms of the violence, sexual content and nudity and adult language that may be contained therein.

Therefore, I urge the FCC to reject the age-based ratings system proposed by the broadcast industry as inadequate and to accept no rating system that does not include descriptive information about a program's violence, sexual depiction and nudity and language content.

Thank you for your interest in an issue so important to children and their parents.

Sincerely,

  
Leigh Crank Perry  
Richmond, Virginia

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March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

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Federal Communications Commission  
Office of Secretary

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97 - 34**

I am writing on behalf of the National PTA and the Mason Elementary PTA in Canton, Ohio to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. We as parents do not want the TV industry to interpret what is best for our children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V(for violence), S(for sexual depiction and nudity) and L(for language);

That the FCC require a V-chip brand broad enough that would allow parents to receive more than one rating system;

That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents; and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Cindy Christy*

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**Harriet O'Donnell**  
**2449 West Leland Avenue**  
**Chicago, Illinois 60625**  
**773-271-6348**

March 31, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am writing as TV Project Chairman for the Illinois PTA. My responsibilities include talking to individual parents and PTAs throughout Illinois as they struggle to deal with the violence, adult language, and other situations that come into their homes daily through their television sets. Then I proceed to schedule a "Critical Viewing Skills" workshop for their PTA, and other organizations, so that they don't have to rely on V chips and a new rating system that is next to useless.

Our "Critical Viewing Skills" workshops help parents make intelligent choices of programming for their children. We do not tell parents what to watch because parents want to make choices themselves based on information they receive from unbiased evaluators.

• If there is to be a rating system it should include content information such as:

**violence, sexual material or nudity, and adult language. It should also explain the intensity of each and how frequently the offensive material may appear.**

Rating systems based on age are totally inadequate. Programs are viewed by children at various levels of their maturity and not necessarily related to their age.

Any rating board should include parents and not be dominated by members of the television or movie industry.

The recently released report of a TV study by the National Cable Television Association (NCTA) simply reinforces what parents have known for years. List a rating of TV PG or TV 14 and young teens will be intrigued enough to watch what is probably an inappropriate program not really designed for their level of maturity.

Thank you for this opportunity to comment on the new TV rating system.

Sincerely,



Harriet O'Donnell  
Illinois PTA Public Relations and TV Project Chairman  
2449 West Leland Avenue  
Chicago, Illinois 60625

cc: Joan Dykstra, President National PTA

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Andrews Elementary P.T.A.  
Portland, TX. 78374

March 1, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1975 M Street N.W., Room 222  
Washington, DC 20554

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Chairman Hundt and Commissioners:

Re: CS Docket No. 97-55, FCC 97-34

This letter is written on behalf of the National PTA and the Andrews Elementary PTA of Portland, Texas to voice opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry's rating system. We request the following:

- \*That the FCC should not approve the industry's rating system and should accept no rating system that does not include content information about programs such as V (for violence), S (sexual depiction and nudity) and L (for language);
- \*That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- \*That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of the program;
- \*That the rating board be independent of the industry and the FCC and that it include parents; and
- \*That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Andrews Elementary PTA thanks you for the opportunity to comment on this important issue to our children and families.

Sincerely,

*Joyce Berman*  
Portland, Texas

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March 1997

Chairman Reed Hundt and FCC Commissioners  
C/O Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am writing on behalf of the National PTA and the Ocean Avenue School PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. I do not want the TV industry to interpret what is best for my children. I want to make those choices based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents; and

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

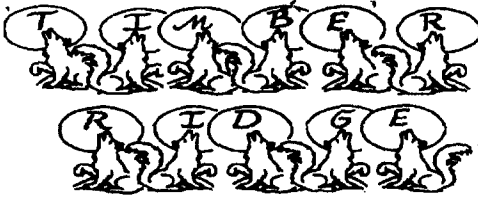
Sincerely,

*Micki Hartman*

Middletown, NJ

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5000 Timber Ridge Road • Marietta, Georgia 30068 • 640-4808

**PTA**

March 14, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
Office of the Secretary  
1919 M Street NW, Room 222  
Washington, DC 20554  
e-mail address: vchip@fcc.gov

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RE: CS Docket Number 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

I am writing to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall, conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper, demonstrate overwhelming parental preference for a rating system that provides information to parents about the content of programs. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on program content information. Any rating system without content descriptions, both on-screen and publicized in TV schedules, is useless.

The FCC, by law, is required to determine whether the industry's rating system meets the statutory requirements of the Telecommunications Act of 1996. I do not believe that this system does so, and therefore request that the FCC decline to approve the industry rating system as proposed by the TV Rating Implementation Group. Instead, I request the following:

- The FCC should adopt a rating system that includes content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- The FCC require a V-chip band broad enough to allow parents to receive more than one rating system;
- The rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- The rating board be independent of the industry and the FCC and that it include parents; and
- Any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Beth Gordon

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1803 Baldwin Farms Dr.  
Marietta, GA 30068





March 29, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N. W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

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I am writing on behalf of the National PTA and the Chesapeake School District PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U. S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead I request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language).
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system.
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program.
- That the rating board be independent of the industry and the FCC and that it include parents.
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Tracy Blumer

601 Blackthorne Ct  
Chesapeake, VA 23322-9087

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March 26, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W. Room 222  
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

Re: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Chappaqua PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti on Jan. 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that we parents can make decisions about what is appropriate TV programming for our children.

I do not want the TV industry to interpret what is best for my children. I want to make those choices based on information about the content of the program. The rating system needs to contain information about sexual content, language and/or violence, and not simply a rating based on age.

I think it is important for the rating icon to be placed on the TV screen frequently during the course of a program, and be listed in TV guide listings.

Thank you for this opportunity to comment on an issue that is important to us all.

Sincerely,



Elaine Nadel  
41 Kitchel Road  
Mt. Kisco, N.Y. 10549-4518

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March 29, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N. W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am writing on behalf of the National PTA and the Chesapeake School District PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U. S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead I request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language).
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system.
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program.
- That the rating board be independent of the industry and the FCC and that it include parents.
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

  
Larry Bittner

601 Blackthorne Ct  
Chesapeake, VA 23322-9087

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March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am writing on behalf of the National PTA and the Bluford Communications Magnet PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Shelton E. Rouse*  
Greensboro, North Carolina

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March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, D.C. 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

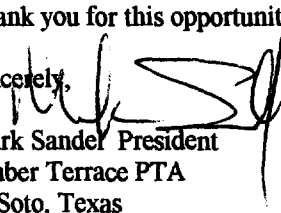
I am writing on behalf of the National PTA and the Amber Terrace Int. PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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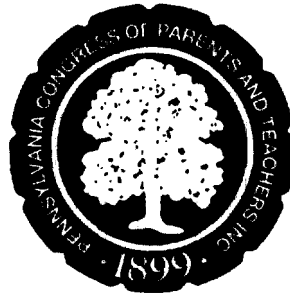
  
Mark Sandel, President  
Amber Terrace PTA  
DeSoto, Texas

# Pennsylvania Congress of Parents and Teachers, Inc.

**Branch of the National Congress of Parents and Teachers**  
4804 Derry Street • P.O. Box 4384 • Harrisburg, PA 17111-0384  
(717) 564-8985 • FAX (717) 564-9046

**President**  
Linda Burns  
204 Prynne Street  
Peckville, PA 18452

**First Vice-President**  
Mary Beth Graf  
180 Quarry Lane  
California, PA 15419-1227



**Secretary**  
Tomi Waters Boylstein  
818 Moore Avenue, PO Box 487  
North Apollo, PA 15673

**Treasurer**  
Lois Erdman  
5036 Dolores Drive  
Pittsburgh, PA 15227

March 31, 1997

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Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M. Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

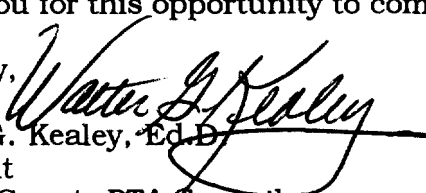
I am writing on behalf of the Indiana PA County PTA Council and the Pennsylvania State PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

  
Walter G. Kealey, Ed.D.  
President  
Indiana County PTA Council  
Cf. Mrs. Linda Burns

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## SAMPLE LETTER TO THE FCC

Your letter must be received by April 8, 1997

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am (we are) writing on behalf of the National PTA and the Sauk Road School (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Cynthia Lyons  
19 Red Gap Rd.  
Wilbraham MA 01095

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## SAMPLE LETTER TO THE FCC

Your letter must be received by April 8, 1997

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am (we are) writing on behalf of the National PTA and the Soule Rd PTA in Wilbraham, MA (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- ★ • That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- ★ • That the rating board be independent of the industry and the FCC and that it include parents; and
- ★ • That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Janet Hulseberg  
8 Grassy Meadow Rd  
Wilbraham, MA. 01095

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## SAMPLE LETTER TO THE FCC

Your letter must be received by April 8, 1997

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

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I am (we are) writing on behalf of the National PTA and the Snake Rd School <sup>PTA</sup> (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language); !!
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- ~~\*\*~~ That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Kathy Fuss  
14 Wagon Drive  
Wilbraham, MA  
01095

Kathy Fuss

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March 25, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

We are writing on behalf of the National PTA and the St. Croix Central Elementary PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U. S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as (for violence), S (for sexual depiction and nudity) and L (for language);
  - That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
  - That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program.
  - That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Irma Zwald*

Irma Zwald, Secretary  
Hammond, Wisconsin

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March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am PTA writing on behalf of the National PTA and the Rocky Run Middle School to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U. S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. ~~We~~ We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
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- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Mariya Moais, PTA President*  
*Chantilly, Virginia*

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March 31, 1997

Mr. Reed Hundt and the  
FCC Commission  
Office of the Secretary  
1919 M. Street N.W. Room 222  
Washington, DC 20554

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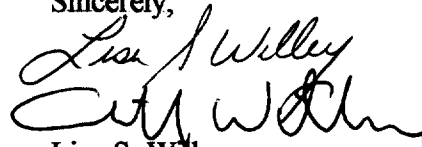
Dear Mr. Hundt:

As concerned parents, we are writing this letter to voice our opinion on the Television Rating System.

We are in *opposition* to the *age-based rating system*. We need a *Descriptive Content-Based rating system* which describes for us the violent content, sexual content and nudity, and adult language contained in programs. Level of intensity is also needed such as "occasional", "frequent", or "widespread."

Because of the content of violence, nudity, and language on television, ours remains off unless permission is asked and in many cases, the show has already been viewed. We need a TV rating system that parents can turn to to make good decisions with and for our children.

Sincerely,



Lisa S. Willey  
Cliff E. Willey

lsw

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Ellen M. Rennels  
3647 Morning View Ct.  
Ellicott City, MD. 21042

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N. W., Room 222  
Washington, DC 20554

March 31, 1997

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**RE: CS Docket No. 97-55, FCC 97-34**

Count me as one who joins the National PTA in opposition to the v-chip rating system as presented by Jack Valenti on January 17, 1997.

I have two children, a 21 year old daughter and a 16 year old son. Parenting is the most difficult job. One of the most difficult tasks was monitoring their TV and movie viewing. I decided early on that cable TV contained too much objectionable material and I knew that I could not be with my kids all of the time. So, with the welfare of my kids uppermost in my mind, I decided we'd be a cable free household. Obviously this option restricted viewing choices for adults, also. But, over the past 10 years, non-cable TV has increasingly mimicked the content of cable TV and contains a tremendous amount of material which isn't suitable for children. So the monitoring task for parents has become almost impossible.

You have the opportunity to support, empower, and respect good parenting. However, the Valenti system falls so far short as to be farcical. It is the perfect case of the fox patrolling the chicken coop. Parents repeatedly and overwhelmingly request some system which includes content reference. Such a system does not restrict what producers produce. It does not restrict freedom of speech or artistic expression. A content-based rating system simply practices truth in advertising and allows parents to make informed decisions.

The FCC should not approve the currently proposed industry rating system. Go back to the drawing board and do it right.

1. Content information must be an integral part of any acceptable system.
2. Any approved V-chip band must be broad enough to allow reception of more than one rating system.
3. The rating board must be independent of the industry and the FCC, and it must include parents who are also independent of the industry and the FCC.
4. Any accepted system must be subjected to periodic independent evaluation to determine its usefulness.

I've been active in PTA for 14 years and strongly support the tenet that parents have the primary responsibility for education of their children. Supporting parents and the welfare of kids means we all win. Please do your part.

Thanks for the opportunity to comment on this important issue.

Sincerely,

*Ellen M. Rennels*

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C597-55

City of



Annapolis

COMMITTEES:  
Economic Matters Committee, Chairman  
Finance Committee, Chairman

MUNICIPAL BUILDING  
160 DUKE OF GLOUCESTER STREET  
ANNAPOLIS, MARYLAND 21401

**CARL O. SNOWDEN**  
5TH WARD, ANNAPOLIS

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FCC MAIL ROOM

Mail Correspondence to:  
P.O. Box 371  
Annapolis, MD 21404

275 West Street  
Suite 305  
Annapolis, Maryland 21401  
410/269-1524

910-B Royal Street  
Annapolis, Maryland 21401  
410/267-7723

April 1, 1997

DOCKET FILE COPY ORIGINAL

Mr. William F. Caton  
Acting Secretary  
Federal Communications Commission  
Room 222  
1919 M Street, N.W.  
Washington, D.C. 20554

Dear Mr. Caton:

I am writing to urge the Federal Communications Commission to rule the TV Parental Guidelines unacceptable. The proposal by the National Cable Television Association, and the Motion Picture Association of America does not protect the parental choice and empowerment guarantees provided by the Telecommunications Act of 1996.

While the legislation clearly states that parents should be provided with "timely information about the nature of upcoming video programming" in order to be empowered to choose appropriate programming for their children, the TV Parental Guidelines do not comply fully with the spirit or letter of that provision. For example, the system does not rate program content sufficiently. Parents need to know the degree of a program's sexual, violence, and language content to make informed decisions about what their children watch. Additionally, the rating icon appears too briefly (15 seconds) before the start of a program. Parents can easily miss it. Another concern is that television listings are not obligated to publish the rating system. As a result, parents will not have a reliable source of advance ratings information.

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Page 2.

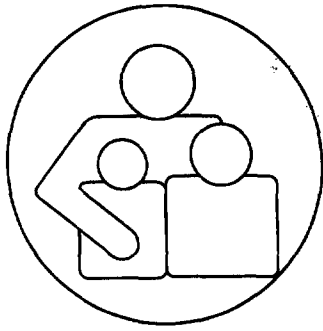
Allowing commercials advertising television programs which are unadvisable for children to be aired during the programs which are suitable for children is another practice that is not in the spirit of the Act, since this potentially exposes children to harmful programing. Also, local stations can opt to change or feature a rating, which infringes on a parent's right to have a reliable and timely ratings information. Lastly, the Oversight Monitoring Board established to review the guidelines on a regular basis consists entirely of representatives from the broadcast, cable, and creative sectors. Child and parent advocates are not represented.

I am chair of the Annapolis City Council's Economic Matters Committee, which has oversight responsibility for our local cable station. As a child advocate I deeply care about the rating system and hope that the FCC will take my concerns under advisement.

Sincerely,



Carl O. Snowden, Chair  
Economic Matters Committee



# **BRUNSWICK PRESCHOOL PTA**

**P.O. BOX 572**

**BRUNSWICK, OH 44212**

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

**DOCKET FILE COPY ORIGINAL**

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

We are writing on behalf of the National PTA and the Brunswick Preschool PTA to voice our opposition to the v-chip rating system presented by the TV Rating Implementation Group on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents may make decisions about what is appropriate TV programming for their young children. We parents do not want the TV industry to interpret what is best for our children. We make educated choices based on content information about particular programs. Any rating system without content descriptions on the screen and/or publicized in periodicals that carry TV scheduling is worthless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

The FCC should accept no rating system that does not include content information about programs such as V (violence), S (sexual depiction/nudity) and L (language).

The rating board be independent of the industry and the FCC and that it include parents, especially of young children.

That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents, especially with young children.

Thank you for the opportunity to comment on an issue so important to our children and families.

Sincerely,

Members of the Brunswick Preschool PTA  
Brunswick, Ohio

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***Serving families with children from birth thru Kindergarten in  
Brunswick and surrounding communities regardless of school affiliation***



We the undersigned members of the Brunswick Preschool PTA request that the FCC review the proposed rating system and devise one that is more descriptive, reliable and useful, especially to parents of young children.

Laura Gallagher  
Julie Worsdall  
Kathleen Anline  
Joanne Szabo  
May Gannon  
Tiffany Morales  
Dikki Fargus  
Shan Barry  
Lynn Ambrose  
Katie Hunter  
Sam Plencner  
Lori Ash  
Mary Knabe  
Gant Hawley  
Patty Anzot  
Julie Bittle  
Christa Trout  
Regina Kalletta  
Christine Navicky  
Melanie S. Cosco  
Suzanne Yant  
Bernadette Sheffield  
Kelly Baucio  
Stacey Prowsnik  
Lynn Stenger  
Kim Ludwisky  
Diana Van Dusen  
Quinn Bunting

Linda Ruggelberg  
Licki Wingate  
Sandra Honum  
Jeanne Urice  
Carolyn Evers  
Peggy Kerr  
Noreen Lamesa  
Patricia B. Gann  
Victoria Olin  
Anty Zora  
Cheryl Zora  
Brenda L. Swastin  
Debra Juba  
Reun Oshavsky